

Claims

What is claimed is:

1. 1. A computer implemented method of accessing a common database having database records for use in an interactive sales and marketing network system, comprising:
 4. providing a plurality of Internet websites;
 5. coupling the Internet websites to the common database; and
 6. permitting users of the websites to search the common database for
 7. database records having a particular set of characteristics using a
 8. search query.
1. 2. The method of claim 1, wherein permitting users of the websites to search the common database for database records having a particular set of characteristics using a search query includes:
 4. permitting users of the websites to search the common database for a
 5. random selection of database records having a particular set of
 6. characteristics using the search query.
1. 3. The method of claim 1, wherein permitting users of the websites to search the common database for database records having a particular set of characteristics using a search query includes:
 4. permitting users of the websites to search the common database for every
 5. nth database record having a particular set of characteristics using
 6. the search query.
1. 4. The method of claim 1, wherein the search query includes:

2 selecting database records having multiple inclusive and exclusive
3 characteristics.

1 5. The method of claim 1, further including:
2 permitting the users to maintain corresponding user profiles.

1 6. The method of claim 5, further including:
2 automatically generating a search query for a user for searching the
3 common database as a function of the corresponding user profile.

1 7. The method of claim 6, further comprising:
2 automatically generating a search query for searching the common
3 database for a random selection of database records having a
4 particular set of characteristics as a function of the corresponding
5 user profile.

1 8. The method of claim 6, further comprising:
2 automatically generating a search query for searching the common
3 database for every nth database record having a particular set of
4 characteristics as a function of the corresponding user profile.

1 9. The method of claim 6, further comprising:
2 automatically generating a search query for searching the common
3 database for database records having multiple inclusive and
4 exclusive characteristics as a function of the corresponding user
5 profile.

1 10. The method of claim 1, further including:

2 permitting users of the websites to purchase the database records having
3 the particular set of characteristics.

1 11. The method of claim 10, further including:
2 if a user previously purchased database records, requesting the user to
3 provide the consumer response to the previously purchased
4 database records.

1 12. The method of claim 10, further including:
2 if the user previously purchased particular database records, then not
3 retrieving those particular database records in response to the user
4 search for database records having the particular set of
5 characteristics.

1 13. The method of claim 10, further including:
2 transmitting the purchased database records to a third party.

1 14. The method of claim 10, further including:
2 transmitting the purchased database records to the system.

1 15. The method of claim 10, further including:
2 recording the purchase of the purchased database records including the
3 corresponding search query.

1 16. The method of claim 10, further including:
2 the system processing the purchased database records to generate an
3 output product.

1 17. The method of claim 1, further including:
2 automatically generating a search query for a user for searching the
3 common database.

1 18. The method of claim 1, further including:
2 providing usage statistics for a search query selected for use by a user.

1 19. The method of claim 1, further including:
2 providing the consumer response statistics for a search query selected for
3 use by a user.

1 20. The method of claim 1, further including:
2 recording a search query selected for use by a user.

1 21. The method of claim 1, further including:
2 providing the number of database records having the particular set of
3 characteristics.

1 22. The method of claim 21, wherein providing the number of database
2 records having particular set of characteristics includes:
3 providing a random number of database records having the particular set
4 of characteristics.

1 23. The method of claim 21, wherein providing the number of database
2 records having particular set of characteristics includes:
3 providing the number of nth database records having the particular set of
4 characteristics.

1 24. A computer program for use in an interactive sales and marketing network
2 system having a common database, comprising:
3 a computer-readable storage medium; and
4 instructions stored in the storage medium for the following:
5 providing a plurality of Internet websites;
6 permitting users of the websites to access the common database;
7 and
8 permitting the users to search the common database for database
9 records having a particular set of characteristics using a
10 search query.

1 25. The computer program of claim 24, wherein permitting users of the
2 websites to search the common database for database records having a
3 particular set of characteristics using a search query includes:
4 permitting users of the websites to search the common database for a
5 random selection of database records having a particular set of
6 characteristics using the search query.

1 26. The computer program of claim 24, wherein permitting users of the
2 websites to search the common database for database records having a
3 particular set of characteristics using a search query includes:
4 permitting users of the websites to search the common database for every
5 nth database record having a particular set of characteristics using
6 the search query.

1 27. The computer program of claim 24, wherein the search query includes:
2 selecting database records having multiple inclusive and exclusive
3 characteristics.

1 28. The computer program of claim 24, further including instructions stored in
2 the storage medium for:
3 permitting the users to maintain corresponding user profiles.

1 29. The computer program of claim 28, further including instructions stored in
2 the storage medium for:
3 the system automatically generating a search query for a user for
4 searching the common database as a function of the corresponding
5 user profile.

1 30. The computer program of claim 29, further including instructions stored in
2 the storage medium for:
3 the system automatically generating a search query for searching the
4 common database for a random selection of database records
5 having a particular set of characteristics as a function of the
6 corresponding user profile.

1 31. The computer program of claim 29, further including instructions stored in
2 the storage medium for:
3 the system automatically generating a search query for searching the
4 common database for every nth database record having a
5 particular set of characteristics as a function of the corresponding
6 user profile.

1 32. The computer program of claim 29, further including instructions stored in
2 the storage medium for:

3 the system automatically generating a search query for searching the
4 common database for database records having multiple inclusive
5 and exclusive characteristics as a function of the corresponding
6 user profile.

1 33. The computer program of claim 24, further including instructions stored in
2 the storage medium for:
3 permitting users of the websites to purchase the database records having
4 the particular set of characteristics.

1 34. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 if a user previously purchased database records, requesting the user to
4 provide the consumer response to the previously purchased
5 database records.

1 35. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 if the user previously purchased particular database records, then not
4 retrieving those particular database records in response to the user
5 search for database records having the particular set of
6 characteristics.

1 36. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 transmitting the purchased database records to a third party.

1 37. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 transmitting the purchased database records to the system.

1 38. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 recording the purchase of the purchased database records including the
4 corresponding search query.

1 39. The computer program of claim 33, further including instructions stored in
2 the storage medium for:
3 the system processing the purchased database records to generate an
4 output product.

1 40. The computer program of claim 24, further including:
2 the system automatically generating a search query for a user for
3 searching the common database.

1 41. The computer program of claim 24, further including:
2 providing usage statistics for a search query selected for use by a user.

1 42. The computer program of claim 24, further including:
2 providing the consumer response statistics for a search query selected for
3 use by a user.

1 43. The computer program of claim 24, further including:
2 recording a search query selected for use by a user.

1 44. The computer program of claim 24, further including:
2 providing the number of database records having the particular set of
3 characteristics.

1 45. The computer program of claim 44, wherein providing the number of
2 database records having particular set of characteristics includes:
3 providing a random number of database records having the particular set
4 of characteristics.

1 46. The computer program of claim 44, wherein providing the number of
2 database records having particular set of characteristics includes:
3 providing the number of nth database records having the particular set of
4 characteristics.

1 47. An interactive sales and marketing network system, comprising:
2 a common database including database records;
3 a host computer coupled to the common database; and
4 a plurality of Internet websites coupled to the common database and the
5 host computer;
6 wherein the host computer is adapted to permit users of the Internet
7 websites to search the common database for database records
8 having a particular set of characteristics using a search query.

1 48. The system of claim 47, wherein permitting users of the websites to
2 search the common database for database records having a particular set of
3 characteristics using a search query includes:

4 permitting users of the websites to search the common database for a
5 random selection of database records having a particular set of
6 characteristics using the search query.

1 49. The system of claim 47, wherein permitting users of the websites to
2 search the common database for database records having a particular set of
3 characteristics using a search query includes:

4 permitting users of the websites to search the common database for every
5 nth database record having a particular set of characteristics using
6 the search query.

1 50. The system of claim 47, wherein the search query includes:
2 selecting database records having multiple inclusive and exclusive
3 characteristics.

1 51. The system of claim 47, wherein each Internet website includes a different
2 graphical user interface.

1 52. The system of claim 47, wherein the host computer is further adapted to
2 permit users to maintain corresponding user profiles.

1 53. The system of claim 52, wherein the host computer is further adapted to
2 automatically generate a search query for a user for searching the common
3 database as a function of the corresponding user profile.

1 54. The system of claim 53, wherein the host computer is further adapted to
2 generate a search query for searching the common database for a random

3 selection of database records having a particular set of characteristics as a
4 function of the corresponding user profile.

1 55. The system of claim 53, wherein the host computer is further adapted to
2 generate a search query for searching the common database for every nth
3 database record having a particular set of characteristics as a function of the
4 corresponding user profile.

1 56. The system of claim 53, wherein the system generates a search query for
2 searching the common database for database records having multiple inclusive
3 and exclusive characteristics.

1 57. The system of claim 47, wherein the host computer is further adapted to
2 permit users of the websites to purchase the database records having the
3 particular set of characteristics.

1 58. The system of claim 57, wherein the host computer is further adapted to, if
2 a user previously purchased database records, request the user to provide the
3 consumer response to the previously purchased database records.

1 59. The system of claim 57, wherein the host computer is further adapted to, if
2 the user previously purchased particular database records, then not retrieve
3 those particular database records in response to the user search for database
4 records having the particular set of characteristics.

1 60. The system of claim 57, wherein the host computer is further adapted to
2 transmit the purchased database records to a third party.

1 61. The system of claim 57, wherein the host computer is further adapted to
2 transmit the purchased database records to the system.

1 62. The system of claim 57, wherein the host computer is further adapted to
2 record the purchase of the purchased database records including the
3 corresponding search query.

1 63. The system of claim 57, wherein the host computer is further adapted to
2 process the purchased database records to generate an output product.

1 64. The system of claim 47, wherein the host computer is further adapted to
2 automatically generate a search query for a user for searching the common
3 database.

1 65. The system of claim 47, wherein the host computer is further adapted to
2 provide usage statistics for a search query selected for use by a user.

1 66. The system of claim 47, wherein the host computer is further adapted to
2 provide the consumer response statistics for a search query selected for use by
3 a user.

1 67. The system of claim 47, wherein the host computer is further adapted to
2 record a search query selected for use by a user.

1 68. The system of claim 47, wherein the host computer is further adapted to
2 provide the number of database records having the particular set of
3 characteristics.

1 69. The system of claim 68, wherein providing the number of database
2 records having particular set of characteristics includes:
3 providing a random number of database records having the particular set
4 of characteristics.

1 70. The system of claim 68, wherein providing the number of database
2 records having particular set of characteristics includes:
3 providing the number of nth database records having the particular set of
4 characteristics.

1 71. A computer implemented method of generating a database from one or
2 more raw data files having data records, comprising:
3 importing the data records;
4 merging the data records;
5 removing noncompliant data records;
6 removing duplicate data records;
7 formatting the data records;
8 indexing the data records; and
9 profiling the data records.

1 72. The method of claim 71, wherein the data records include one or more
2 data fields containing corresponding data; and wherein indexing the data records
3 includes:
4 generating an index table including index values corresponding to the
5 data; and
6 substituting the index values for the data in the data fields of the data
7 records.

1 73. The method of claim 71, wherein profiling the data records includes:
2 determining how many data records share common characteristics.

1 74. A computer program for generating a database from one or more raw data
2 files having data records for use in an interactive sales and marketing network
3 system having a common database, comprising:
4 a computer-readable storage medium; and
5 instructions stored in the storage medium for the following:
6 importing the data records;
7 merging the data records;
8 removing noncompliant data records;
9 removing duplicate data records;
10 formatting the data records;
11 indexing the data records; and
12 profiling the data records.

1 75. The computer program of claim 74, wherein the data records include one
2 or more data fields containing corresponding data; and wherein indexing the data
3 records includes:
4 generating an index table including index values corresponding to the
5 data; and
6 substituting the index values for the data in the data fields of the data
7 records.

1 76. The computer program of claim 74, wherein profiling the data records
2 includes:
3 determining how many data records share common characteristics.

1 77. A system for generating a database from one or more raw data files
2 having data records for use in an interactive sales and marketing network
3 system, comprising:
4 a common database including database records;
5 a host computer coupled to the common database; and
6 a plurality of Internet websites coupled to the common database and the
7 host computer;
8 wherein the host computer is adapted to:
9 import the data records;
10 merge the data records;
11 remove noncompliant data records;
12 remove duplicate data records;
13 format the data records;
14 index the data records; and
15 profile the data records.

1 78. The system of claim 77, wherein the data records include one or more
2 data fields containing corresponding data; and wherein the host computer is
3 adapted to index the data records by:
4 generating an index table including index values corresponding to the
5 data; and
6 substituting the index values for the data in the data fields of the data
7 records.

1 79. The system of claim 77, wherein the host computer is adapted to profile
2 the data records by:
3 determining how many data records share common characteristics.

1 80. A computer implemented method of operating an interactive sales and
2 marketing system in which a user of the system can search for, retrieve, and
3 purchase database records, comprising:
4 preventing the retrieval of database records that were previously
5 purchased by the user.

1 81. The method of claim 80, further including:
2 permitting the retrieval of database records that were previously
3 purchased after a predetermined time period.

1 82. The method of claim 80, further including:
2 identifying database records that were previously purchased by a
3 particular user by adding a suppression code to the database
4 records previously purchased by the particular user.

1 83. The method of claim 82, wherein the suppression code includes an
2 indication of the user identity.

1 84. The method of claim 82, wherein the suppression code includes an
2 indication of the date purchased.

1 85. The method of claim 82, wherein the suppression codes for database
2 records purchased more than a predetermined time period ago are removed
3 from the database records.

1 86. The method of claim 80, further including:
2 generating an index table including database record identifiers that
3 correspond to database records; and

4 identifying database records that were previously purchased by a
5 particular user by appending a suppression code to the database
6 record identifier in the index table that corresponds to the database
7 records previously purchased by the particular user.

1 87. The method of claim 86, wherein the suppression code includes an
2 indication of the user identity.

1 88. The method of claim 86, wherein the suppression code includes an
2 indication of the date purchased.

1 89. The method of claim 86, wherein the suppression codes for database
2 records purchased more than a predetermined time period ago are removed
3 from the index table.

1 90. A computer program for operating an interactive sales and marketing
2 network system having a common database in which a user of the system can
3 search for, retrieve, and purchase database records, comprising:
4 a computer-readable storage medium; and
5 instructions stored in the storage medium for the following:
6 preventing the retrieval of database records that were previously
7 purchased by the user.

1 91. The computer program of claim 90, further including instructions stored in
2 the storage medium for:
3 permitting the retrieval of database records that were previously
4 purchased after a predetermined time period.

1 92. The computer program of claim 90, further including instructions stored in
2 the storage medium for:

3 identifying database records that were previously purchased by a
4 particular user by adding a suppression code to the database
5 records previously purchased by the particular user.

1 93. The computer program of claim 92, wherein the suppression code
2 includes an indication of the user identity.

1 94. The computer program of claim 92, wherein the suppression code
2 includes an indication of the date purchased.

1 95. The computer program of claim 92, wherein the suppression codes for
2 database records purchased more than a predetermined time period ago are
3 removed from the database records.

1 96. The computer program of claim 90, further including instructions stored in
2 the storage medium for:

3 generating an index table including database record identifiers that
4 correspond to database records; and
5 identifying database records that were previously purchased by a
6 particular user by appending a suppression code to the database
7 record identifier in the index table that corresponds to the database
8 records previously purchased by the particular user.

1 97. The computer program of claim 96, wherein the suppression code
2 includes an indication of the user identity.

1 98. The computer program of claim 96, wherein the suppression code
2 includes an indication of the date purchased.

1 99. The computer program of claim 96, wherein the suppression codes for
2 database records purchased more than a predetermined time period ago are
3 removed from the index table.

1 100. An interactive sales and marketing network system having a common
2 database in which a user of the system can search for, retrieve, and purchase
3 database records, comprising:

4 a common database including database records;
5 a host computer coupled to the common database; and
6 a plurality of Internet websites coupled to the common database and the
7 host computer;
8 wherein the host computer is adapted to:
9 prevent the retrieval of database records that were previously
10 purchased by the user.

1 101. The system of claim 100, wherein the host computer is further adapted to:
2 permit the retrieval of database records that were previously purchased
3 after a predetermined time period.

1 102. The system of claim 100, further including:
2 identifying database records that were previously purchased by a
3 particular user by adding a suppression code to the database
4 records previously purchased by the particular user.

1 103. The system of claim 102, wherein the suppression code includes an
2 indication of the user identity.

1 104. The system of claim 102, wherein the suppression code includes an
2 indication of the date purchased.

1 105. The system of claim 102, wherein the suppression codes for database
2 records purchased more than a predetermined time period ago are removed
3 from the database records.

1 106. The system of claim 100, wherein the host computer is further adapted to:
2 generate an index table including database record identifiers that
3 correspond to database records; and
4 identify database records that were previously purchased by a particular
5 user by appending a suppression code to the database record
6 identifier in the index table that corresponds to the database
7 records previously purchased by the particular user.

1 107. The system of claim 106, wherein the suppression code includes an
2 indication of the user identity.

1 108. The system of claim 106, wherein the suppression code includes an
2 indication of the date purchased.

1 109. The system of claim 106, wherein the suppression codes for database
2 records purchased more than a predetermined time period ago are removed
3 from the index table.

1 110. A computer implemented method of operating an interactive sales and
2 marketing system in which a user of the system can search for, retrieve, and
3 purchase database records, comprising:

4 maintaining an index table including database record identifiers
5 corresponding to the database records and user suppression
6 codes appended to those database record identifiers
7 corresponding to previously purchased database records; and
8 preventing the retrieval of database records that were previously
9 purchased by the user.

1 111. The method of claim 110, further including:

2 permitting the retrieval of database records that were previously
3 purchased after a predetermined time period.

1 112. A computer program for maintaining a database of records in an
2 interactive sales and marketing network system having a common database in
3 which a user of the system can search for, retrieve, and purchase database
4 records, comprising:

5 a computer-readable storage medium; and
6 instructions stored in the storage medium for the following:
7 preventing the retrieval of database records that were previously
8 purchased by the user.

1 113. The computer program of claim 112, further including instructions stored
2 in the storage medium for:

3 permitting the retrieval of database records that were previously
4 purchased after a predetermined time period.

1 114. A system for maintaining a database of records in an interactive sales and
2 marketing network system having a common database in which a user of the
3 system can search for, retrieve, and purchase database records, comprising:
4 a common database including database records;
5 a host computer coupled to the common database; and
6 a plurality of Internet websites coupled to the common database and the
7 host computer;
8 wherein the host computer is adapted to:
9 prevent the retrieval of database records that were previously
10 purchased by the user.

1 115. The system of claim 114, wherein the host computer is further adapted to:
2 permit the retrieval of database records that were previously purchased
3 after a predetermined time period.

1 116. A computer implemented method of accessing a common database
2 having database records for use in an interactive sales and marketing network
3 system, comprising:
4 providing a plurality of Internet websites;
5 coupling the Internet websites to the common database;
6 permitting users of the websites to search the common database for
7 database records having a particular set of characteristics using a
8 search query having multiple inclusive and exclusive
9 characteristics;
10 permitting users of the websites to search the common database for a
11 random selection of database records having a particular set of
12 characteristics using a search query;

13 permitting users of the websites to search the common database for every
14 nth database record having a particular set of characteristics using
15 a search query;
16 permitting the users to maintain corresponding user profiles;
17 generating a search query for a user for searching the common database
18 as a function of the corresponding user profile;
19 generating a search query for searching the common database for a
20 random selection of database records having a particular set of
21 characteristics as a function of the corresponding user profile;
22 generating a search query for searching the common database for every
23 nth database record having a particular set of characteristics as a
24 function of the corresponding user profile;
25 generating a search query for searching the common database for
26 database records having multiple inclusive and exclusive
27 characteristics as a function of the corresponding user profile;
28 permitting users of the websites to purchase the database records having
29 the particular set of characteristics;
30 if a user previously purchased database records, requesting the user to
31 provide the consumer response to the previously purchased
32 database records;
33 if the user previously purchased particular database records, then not
34 retrieving those particular database records in response to the user
35 search for database records having the particular set of
36 characteristics;
37 transmitting the purchased database records to a third party;
38 transmitting the purchased database records to the system;
39 recording the purchase of the purchased database records including the
40 corresponding search query;

41 the system processing the purchased database records to generate an
42 output product;
43 the system automatically generating a search query for a user for
44 searching the common database;
45 providing usage statistics for a search query selected for use by a user;
46 providing the consumer response statistics for a search query selected for
47 use by a user;
48 recording a search query selected for use by a user;
49 providing a random number of database records having the particular set
50 of characteristics; and
51 providing the number of nth database records having the particular set of
52 characteristics.

1 117. A computer program for use in an interactive sales and marketing network
2 system having a common database, comprising:
3 a computer-readable storage medium; and
4 instructions stored in the storage medium for the following:
5 providing a plurality of Internet websites;
6 permitting users of the websites to access the common database;
7 and
8 permitting the users to search the common database for database
9 records having a particular set of characteristics using a
10 search query including selecting database records having
11 multiple inclusive and exclusive characteristics;
12 permitting users of the websites to search the common database
13 for a random selection of database records having a
14 particular set of characteristics using a search query;

15 permitting users of the websites to search the common database
16 for every nth database record having a particular set of
17 characteristics using a search query;
18 permitting the users to maintain corresponding user profiles;
19 automatically generating a search query for a user for searching
20 the common database as a function of the corresponding
21 user profile;
22 automatically generating a search query for searching the common
23 database for a random selection of database records having
24 a particular set of characteristics as a function of the
25 corresponding user profile;
26 automatically generating a search query for searching the common
27 database for every nth database record having a particular
28 set of characteristics;
29 automatically generating a search query for searching the common
30 database for database records having multiple inclusive and
31 exclusive characteristics;
32 permitting users of the websites to purchase the database records
33 having the particular set of characteristics;
34 if a user previously purchased database records, requesting the
35 user to provide the consumer response to the previously
36 purchased database records;
37 if the user previously purchased particular database records, then
38 not retrieving those particular database records in response
39 to the user search for database records having the particular
40 set of characteristics;
41 transmitting the purchased database records to a third party;
42 transmitting the purchased database records to the system;

43 recording the purchase of the purchased database records
44 including a corresponding search query;
45 the system processing the purchased database records to
46 generate an output product;
47 the system automatically generating a search query for a user for
48 searching the common database;
49 providing usage statistics for the search query selected for use by a
50 user;
51 providing the consumer response statistics for a search query
52 selected for use by a user;
53 recording a search query selected for use by a user;
54 providing the number of database records having the particular set
55 of characteristics;
56 providing a random number of database records having the
57 particular set of characteristics; and
58 providing the number of nth database records having the particular
59 set of characteristics.

1 118. An interactive sales and marketing network system, comprising:
2 a common database including database records;
3 a host computer coupled to the common database; and
4 a plurality of Internet websites coupled to the common database and the
5 host computer;
6 wherein the host computer is adapted to:
7 permit users of the Internet websites to search the common
8 database for database records having a particular set of
9 characteristics using a search query including selecting

10 database records having multiple inclusive and exclusive
11 characteristics;
12 permit users of the websites to search the common database for a
13 random selection of database records having a particular set
14 of characteristics using a search query;
15 permit users of the websites to search the common database for
16 every nth database record having a particular set of
17 characteristics using a search query;
18 permit users to maintain corresponding user profiles;
19 automatically generate a search query for a user for searching the
20 common database as a function of the corresponding user
21 profile;
22 automatically generate a search query for searching the common
23 database for a random selection of database records having
24 a particular set of characteristics;
25 automatically generate a search query for searching the common
26 database for every nth database record having a particular
27 set of characteristics;
28 automatically generate a search query for searching the common
29 database for database records having multiple inclusive and
30 exclusive characteristics; and
31 permit users of the websites to purchase the database records
32 having the particular set of characteristics;
33 if a user previously purchased database records, request the user
34 to provide the consumer response to the previously
35 purchased database records;
36 if the user previously purchased particular database records, then
37 not retrieve those particular database records in response to

38 the user search for database records having the particular
39 set of characteristics;
40 transmit the purchased database records to a third party;
41 transmit the purchased database records to the system;
42 record the purchase of the purchased database records including
43 the corresponding search query;
44 process the purchased database records to generate an output
45 product;
46 automatically generate a search query for a user for searching the
47 common database;
48 provide usage statistics for a search query selected for use by a
49 user;
50 provide the consumer response statistics for the search query
51 selected for use by a user;
52 record a search query selected for use by a user;
53 provide the number of database records having the particular set of
54 characteristics;
55 provide a random number of database records having the particular
56 set of characteristics; and
57 provide the number of nth database records having the particular
58 set of characteristics; and
59 wherein each Internet website includes a different graphical user
60 interface.

- 1 119. A computer implemented method of generating a database from one or
- 2 more raw data files having data records, comprising:
- 3 importing the data records;
- 4 merging the data records;

5 removing noncompliant data records;
6 removing duplicate data records;
7 formatting the data records;
8 indexing the data records by a method comprising:
9 generating an index table including index values corresponding to
10 the data; and
11 substituting the index values for the data in the data fields of the
12 data records; and
13 profiling the data records by determining how many data records share
14 common characteristics; and
15 wherein the data records include one or more data fields containing
16 corresponding data.

1 120. A computer program for generating a database from one or more raw data
2 files having data records for use in an interactive sales and marketing network
3 system having a common database, comprising:
4 a computer-readable storage medium; and
5 instructions stored in the storage medium for the following:
6 importing the data records;
7 merging the data records;
8 removing noncompliant data records;
9 removing duplicate data records;
10 formatting the data records;
11 indexing the data records by a method comprising:
12 generating an index table including index values
13 corresponding to the data; and
14 substituting the index values for the data in the data fields of
15 the data records; and

16 profiling the data records by determining how many data records
17 share common characteristics; and
18 wherein the data records include one or more data fields containing
19 corresponding data.

1 122. A computer implemented method of operating an interactive sales and
2 marketing system in which a user of the system can search for, retrieve, and
3 purchase database records, comprising:
4 preventing the retrieval of database records that were previously
5 purchased by the user;
6 permitting the retrieval of database records that were previously
7 purchased after a predetermined time period;
8 identifying database records that were previously purchased by a
9 particular user by adding a suppression code to the database
10 records previously purchased by the particular user;
11 generating an index table including database record identifiers that
12 correspond to database records; and
13 identifying database records that were previously purchased by a
14 particular user by appending a suppression code to the database
15 record identifier in the index table that corresponds to the database
16 records previously purchased by the particular user;
17 wherein the suppression code includes an indication of the user identity
18 and an indication of the date purchased;
19 wherein the suppression codes for database records purchased more
20 than a predetermined time period ago are removed from the
21 database records; and
22 wherein the suppression codes for database records purchased more
23 than a predetermined time period ago are removed from the index
24 table.

1 123. A computer program for operating an interactive sales and marketing
2 network system having a common database in which a user of the system can
3 search for, retrieve, and purchase database records, comprising:

4 a computer-readable storage medium; and
5 instructions stored in the storage medium for the following:
6 preventing the retrieval of database records that were previously
7 purchased by the user;
8 permitting the retrieval of database records that were previously
9 purchased after a predetermined time period;
10 identifying database records that were previously purchased by a
11 particular user by adding a suppression code to the
12 database records previously purchased by the particular
13 user;
14 generating an index table including database record identifiers that
15 correspond to database records; and
16 identifying database records that were previously purchased by a
17 particular user by appending a suppression code to the
18 database record identifier in the index table that corresponds
19 to the database records previously purchased by the
20 particular user;
21 wherein the suppression code includes an indication of the user identity
22 and an indication of the date purchased; and
23 wherein the suppression codes for database records purchased more
24 than a predetermined time period ago are removed from the
25 database records; and
26 wherein the suppression codes for database records purchased more
27 than a predetermined time period ago are removed from the index
28 table.

1 124. An interactive sales and marketing network system having a common
2 database in which a user of the system can search for, retrieve, and purchase
3 database records, comprising:
4 a common database including database records;
5 a host computer coupled to the common database; and
6 a plurality of Internet websites coupled to the common database and the
7 host computer;
8 wherein the host computer is adapted to:
9 prevent the retrieval of database records that were previously
10 purchased by the user;
11 permit the retrieval of database records that were previously
12 purchased after a predetermined time period;
13 identify database records that were previously purchased by a
14 particular user by adding a suppression code to the
15 database records previously purchased by the particular
16 user;
17 generate an index table including database record identifiers that
18 correspond to database records; and
19 identify database records that were previously purchased by a
20 particular user by appending a suppression code to the
21 database record identifier in the index table that corresponds
22 to the database records previously purchased by the
23 particular user;
24 wherein the suppression code includes an indication of the user identity
25 and an indication of the date purchased;
26 wherein the suppression codes for database records purchased more
27 than a predetermined time period ago are removed from the
28 database records; and

29 wherein the suppression codes for database records purchased more
30 than a predetermined time period ago are removed from the index
31 table.

1 125. A computer implemented method of operating an interactive sales and
2 marketing system in which a user of the system can search for, retrieve, and
3 purchase database records, comprising:

4 maintaining an index table including database record identifiers
5 corresponding to the database records and user suppression
6 codes appended to those database record identifiers
7 corresponding to previously purchased database records;
8 preventing the retrieval of database records that were previously
9 purchased by the user; and
10 permitting the retrieval of database records that were previously
11 purchased after a predetermined time period.

1 126. A computer program for maintaining a database of records in an
2 interactive sales and marketing network system having a common database in
3 which a user of the system can search for, retrieve, and purchase database
4 records, comprising:

5 a computer-readable storage medium; and
6 instructions stored in the storage medium for the following:
7 preventing the retrieval of database records that were previously
8 purchased by the user; and
9 permitting the retrieval of database records that were previously
10 purchased after a predetermined time period.

1 127. A system for maintaining a database of records in an interactive sales and
2 marketing network system having a common database in which a user of the
3 system can search for, retrieve, and purchase database records, comprising:
4 a common database including database records;
5 a host computer coupled to the common database; and
6 a plurality of Internet websites coupled to the common database and the
7 host computer;
8 wherein the host computer is adapted to:
9 prevent the retrieval of database records that were previously
10 purchased by the user; and
11 permit the retrieval of database records that were previously
12 purchased after a predetermined time period.